



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Applicant: Oleg B. Rashkovskiy § Art Unit: 2611

Serial No.: 09/690,159 § Examiner: Ngoc K. Vu

Filed: October 17, 2000 §

Title: Providing Content § Docket No. ITL.0472US
Interruptions § (P100)

Commissioner for Patents
Washington, D.C. 20231

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Technology Center 2600

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Sir:

In response to the Office Action mailed August 5, 2002, please amend the above-referenced patent application as follows:

In the Claims:

Please amend claim 7 as follows:

Sub E1
7. (Twice Amended) A method comprising:
allowing the use of a content on a content receiver;
automatically interrupting the use of content;
enabling the receiver to temporarily replace the content with advertising;
accessing a predetermined rating assigned to one or more characteristics of said content, said rating based on the degree to which said one or more characteristics is present within content; and
comparing said rating for the content to a rating of the same one or more characteristics specified by an advertiser.

Please amend claim 17 as follows:

C1
17. (Twice Amended) An article comprising a medium for storing instructions that enable a processor-based system to:

Date of Deposit: October 31, 2002
I certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as First Class Mail with sufficient postage on the date indicated above and is addressed to the Commissioner for Patents, Washington, D.C. 20231.
Rhonda T. Sheldon
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